

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)	
)	
Stephen DULL et al.)	Group Art Unit: 3624
)	
Application No.: 10/804,720)	Examiner: Brandi P. PARKER
)	
Filed: March 19, 2004)	
)	
For: BRAND VALUE MANAGEMENT)	Confirmation No.: 7513
)	

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

COMMENTS ON STATEMENT OF REASONS FOR ALLOWANCE

Applicants thank the Examiner for the Notice of Allowability and the Statement of Reasons for Allowance mailed on September 7, 2010. Without withdrawing the allowed claims from issue, Applicants submit these comments for the record.

In the Statement of Reasons for Allowance, the Examiner made assertions and characterizations about the allowed claims and the art of record. Although Applicants agree with the Examiner's ultimate conclusions that the claims are patentable, Applicants do not necessarily agree with the Examiner's assertions and characterizations.

For instance, Applicants respectfully submit that each of the allowed claims is patentable based on the subject matter defined by the claim language and the combination of recitations within the claims, and not based solely on the recitations referenced by the Examiner. Therefore, Applicants decline to subscribe to any

assertions or characterizations regarding the allowed claims or the art of record contained in the Notice of Allowance and the accompanying Reasons for Allowance.

Should the Examiner disagree with Applicants' comments on the Reasons for Allowance, the Examiner is invited to contact the undersigned to resolve such disagreement.

If there is any fee due in connection with the filing of these Comments, please charge the fees to our deposit account 06-0916.

Respectfully submitted,

FINNEGAN, HENDERSON, FARABOW,
GARRETT & DUNNER, L.L.P.

Dated: December 3, 2010

By: 

Troy L. Gwartney
Reg. No. 61,388
(571) 203-2700